



Topic	Metric	Score	Product of Supply	Food Foundation analysis	Evidence and links to sources
Healthy & Nutrition					
Healthy & sustainable food sales 1.00					
N1	Company has a target for, and reports on, a sales-weighted % increase in healthy food, menu items or products quantified using a transparent and recognised approach.	1	P	Global: Across our 20 major markets,* half of all beverages sold in Happy Meals were water, milk or juice in 2019, and over 2.5 billion Happy Meal items sold since 2018 contained fruits, vegetables, low-fat dairy, water, lean protein or whole grains. An average of 43% of Happy Meal Bundles met McDonald's Global Happy Meal Nutrition Criteria across 20 major markets in 2019. Happy Meal bundles that meet the Global Happy Meal Nutrition Criteria have less than or equal to 600 calories, 10% of calories from saturated fat, 10% of calories from added sugar, and 650 mg of sodium. As part of our Global Happy Meal Goals, we are working toward ensuring that 50% or more of Happy Meal Bundle Offerings presented on menus across the 20 major markets meet McDonald's Global Happy Meal Nutrition Criteria by the end of 2022. This criteria is consistent with national dietary guidelines for children. 16 of the 20 major markets sold an increased share of Happy Meal items containing recommended food groups in 2019 versus 2018. UK: one of the major UK markets meeting McDonald's Global Happy Meal Nutrition Criteria. 89% of our core food and drink menu items contain under 500 calories. By showing lower calorie soft drinks first (on self service kiosks), we have shifted 1.9 million purchases over from full-sugar Coca-Cola to options with no added sugar.	https://corporate.mcdonalds.com/content/dam/gwscorp/assets/r/eports/55854_McDonalds_Progress-Highlights_ADA_FINAL.pdf https://corporate.mcdonalds.com/content/dam/gwscorp/assets/r/eports/55854%20McDonalds_SASB_AW3_v8.pdf https://corporate.mcdonalds.com/corpmcd/our-purpose-and-impact/food-quality-and-sourcing/nutrition-and-marketing-practices.html https://www.healthiergeneration.org/sites/default/files/documents/20201020/057f1bf3/McDonalds%20Global%20Happy%20Meal%20Goals%202020%20Progress%20Report.pdf
N2	Company has a target for, and reports on, an increase in fruit & veg as % of food procurement or sales.	1	P	100% of ads shown to children across the 20 major markets that showed Happy Meal menu items featured water, milk, or juice as a beverage and fruit, vegetables, or dairy as a side. 2.5+ billion Happy Meal items sold in 2018 and 2019 in the 20 major markets contained recommended food groups (fruit, vegetable, low-fat dairy, water, lean protein, and/or whole grain). Offering balanced options and promoting menu items that contribute to recommended food groups, such as fruits, vegetables and low-fat dairy.	https://corporate.mcdonalds.com/content/dam/gwscorp/assets/r/eports/55854_McDonalds_Progress-Highlights_ADA_FINAL.pdf https://corporate.mcdonalds.com/content/dam/gwscorp/assets/r/eports/55854%20McDonalds_SASB_AW3_v8.pdf https://corporate.mcdonalds.com/corpmcd/our-purpose-and-impact/food-quality-and-sourcing/nutrition-and-marketing-practices.html https://www.healthiergeneration.org/sites/default/files/documents/20201020/057f1bf3/McDonalds%20Global%20Happy%20Meal%20Goals%202020%20Progress%20Report.pdf
N3	Company has a target for, and reports on, a % shift in protein procurement or sales that come from animal vs plant-based protein sources.	1	P	Trialled plant-based and meat alternatives, introduced new ranges, but lack data.	https://corporate.mcdonalds.com/content/dam/gwscorp/assets/r/eports/55854_McDonalds_Progress-Highlights_ADA_FINAL.pdf https://corporate.mcdonalds.com/content/dam/gwscorp/assets/r/eports/55854%20McDonalds_SASB_AW3_v8.pdf https://corporate.mcdonalds.com/corpmcd/our-purpose-and-impact/food-quality-and-sourcing/nutrition-and-marketing-practices.html https://www.healthiergeneration.org/sites/default/files/documents/20201020/057f1bf3/McDonalds%20Global%20Happy%20Meal%20Goals%202020%20Progress%20Report.pdf
Encouraging healthy & sustainable diets 1.33					
N4	Company has a target for, and reports on, the % of menu items or products with intuitive front-of-pack or (restaurants and caterers) consumer-facing nutrition labels (ideal 100%)	1	P	Global: Make nutrition information available for all Happy Meal Bundle Offerings on McDonald's owned websites and mobile apps used for ordering where they exist. 12 of the 20 major markets met the 2022 goal in Q2 2020, up from 6 markets in Q1 2019. Nutrition calculator available and data available across menus in most cases. Not traffic lighted or intuitive.	https://corporate.mcdonalds.com/content/dam/gwscorp/assets/r/eports/55854_McDonalds_Progress-Highlights_ADA_FINAL.pdf https://corporate.mcdonalds.com/content/dam/gwscorp/assets/r/eports/55854%20McDonalds_SASB_AW3_v8.pdf https://corporate.mcdonalds.com/corpmcd/our-purpose-and-impact/food-quality-and-sourcing/nutrition-and-marketing-practices.html https://www.healthiergeneration.org/sites/default/files/documents/20201020/057f1bf3/McDonalds%20Global%20Happy%20Meal%20Goals%202020%20Progress%20Report.pdf https://www.mcdonalds.com/gb/en-gb/good-to-know/nutrition-calculator.html
N5	The company's marketing strategy prioritises healthy foods, especially when marketing to children.	2		Global: All Happy Meal Bundles shown in children's ads across the 20 major markets met the Nutrition Criteria & local / regional pledges for marketing to children. An average of 83% of all Happy Meal Bundles shown in children's ads across the 20 major markets met the Nutrition Criteria in 2019. 100% of ads shown to children across the 20 major markets that showed Happy Meal menu items featured water, milk, or juice as a beverage and fruit, vegetables, or dairy as a side.	https://corporate.mcdonalds.com/content/dam/gwscorp/assets/r/eports/55854_McDonalds_Progress-Highlights_ADA_FINAL.pdf https://corporate.mcdonalds.com/content/dam/gwscorp/assets/r/eports/55854%20McDonalds_SASB_AW3_v8.pdf https://corporate.mcdonalds.com/corpmcd/our-purpose-and-impact/food-quality-and-sourcing/nutrition-and-marketing-practices.html https://www.healthiergeneration.org/sites/default/files/documents/20201020/057f1bf3/McDonalds%20Global%20Happy%20Meal%20Goals%202020%20Progress%20Report.pdf
N6	The company can evidence reducing food insecurity by improving the accessibility and affordability of healthy food via at least one major strategic or collaborative initiative.	1		Covid (UK): Following the closure of our restaurants, we were able to deliver more than 100,000 litres of organic milk and 300 tonnes of food - including British Free-Range eggs and RSPCA Assured British bacon to homeless shelters, care homes and NHS workers.	https://corporate.mcdonalds.com/content/dam/gwscorp/assets/r/eports/55854_McDonalds_Progress-Highlights_ADA_FINAL.pdf https://corporate.mcdonalds.com/content/dam/gwscorp/assets/r/eports/55854%20McDonalds_SASB_AW3_v8.pdf https://corporate.mcdonalds.com/corpmcd/our-purpose-and-impact/food-quality-and-sourcing/nutrition-and-marketing-practices.html https://www.healthiergeneration.org/sites/default/files/documents/20201020/057f1bf3/McDonalds%20Global%20Happy%20Meal%20Goals%202020%20Progress%20Report.pdf
Environment					
Climate change 2.50					
E1	Company has a target for, and reports on, scope 1 & 2 emissions reduction (Science-based target)	3		The Company will partner with Franchisees to reduce greenhouse gas emissions related to McDonald's restaurants and offices by 36% by 2030 from a 2015 base year. The target includes all Company-wide Scope 1 & 2 emissions, as well as operational waste (upstream Scope 3) for all restaurants (Company-owned and franchised) and Scope 1&2 emissions for Franchisee restaurants (downstream Scope 3). Between 2015 and 2019, we reduced absolute emissions from our restaurants and offices by nearly 4% and the emissions intensity of our supply chain by about 1%. This means we are over 10% of the way to our 36% reduction target for restaurants and offices and nearly 3% of the way toward our 31% emissions intensity reduction target for our supply chain.	https://corporate.mcdonalds.com/content/dam/gwscorp/assets/r/eports/55854_McDonalds_Progress-Highlights_ADA_FINAL.pdf https://corporate.mcdonalds.com/content/dam/gwscorp/assets/r/eports/55854%20McDonalds_SASB_AW3_v8.pdf https://corporate.mcdonalds.com/corpmcd/our-purpose-and-impact/food-quality-and-sourcing/nutrition-and-marketing-practices.html CDP
E2	Company has a target for, and reports on, scope 3 emissions reduction (Science-based target), specifically food in supply chain	2	5	Target: 31% reduction in emissions intensity for supply chain (2030). Between 2015 and 2019, reduced the emissions intensity of supply chain by about 1%. This means we are nearly 3% of the way toward our 31% emissions intensity reduction target for our supply chain. UK: funded a £1 million study into carbon reduction on beef farms in the UK and Ireland. The farms involved every year saw their carbon emissions reduced by over 23% during the 6 year study.	https://corporate.mcdonalds.com/content/dam/gwscorp/assets/r/eports/55854_McDonalds_Progress-Highlights_ADA_FINAL.pdf https://corporate.mcdonalds.com/content/dam/gwscorp/assets/r/eports/55854%20McDonalds_SASB_AW3_v8.pdf https://corporate.mcdonalds.com/corpmcd/our-purpose-and-impact/food-quality-and-sourcing/nutrition-and-marketing-practices.html CDP
Biodiversity 2.00					
E3	Company has a target for, and reports on, zero net land-use conversion through company's reliance on palm oil as a product or an ingredient.	2	5	100% of the palm oil sourced for McDonald's restaurants or as ingredients in McDonald's products supports sustainable production and deforestation-free supply chains through Roundtable on Sustainable Palm Oil (RSPO) credits and certification. Reliance on a lot of mass balance and credit. (CDP)	https://corporate.mcdonalds.com/content/dam/gwscorp/assets/r/eports/55854_McDonalds_Progress-Highlights_ADA_FINAL.pdf https://corporate.mcdonalds.com/content/dam/gwscorp/assets/r/eports/55854%20McDonalds_SASB_AW3_v8.pdf CDP
E4	Company has a target for, and reports on, zero net land-use conversion through company's reliance on soy as in animal feed.	2	5	By 2020, source soy for chicken feed that does not contribute to deforestation. By 2020, 100% of soy used in the feed of chickens supplied to our restaurants in Europe will be covered by sustainability certifications. 2019: 71% of soy sourced for chicken feed as compliant with our Commitment on Forests. This is a combination of soy coming from high-risk locations which has been certified, through ProTerra or RTRS certification, as well as soy traced back to locations with a low risk of deforestation. 86% of soy sourced for feed of chicken used for McDonald's products and supplied to McDonald's restaurants in Europe was covered by a combination of ProTerra or Roundtable on Responsible Soy (RTRS) certifications and credits.	https://corporate.mcdonalds.com/content/dam/gwscorp/assets/r/eports/55854_McDonalds_Progress-Highlights_ADA_FINAL.pdf https://corporate.mcdonalds.com/content/dam/gwscorp/assets/r/eports/55854%20McDonalds_SASB_AW3_v8.pdf CDP

E5	Company has a target for, and reports on, zero net land-use conversion through company's reliance on beef.	2	5	Global: For almost a decade, we have worked with the Global Roundtable for Sustainable Beef (GRSB) and local roundtables around the world to support the adoption of more sustainable practices. In Brazil, Canada and the U.S., we are sourcing beef from sustainability programs aligned with GRSB Principles and Criteria. We have also established research projects globally to validate pioneering sustainability practices for beef farming. We're supporting or sponsoring sustainability groups, tools or programs that encourage the wider adoption of best practices across six of our top 10 beef sourcing markets, and are on track to achieving this in all 10 markets by the end of 2020. 2019: 92% of beef supported deforestation-free supply chains. UK: all beef is sourced from UK & Ireland.	https://corporate.mcdonalds.com/content/dam/gwscorp/assets/reports/55854_McDonalds_Progress-Highlights_ADA_FINAL.pdf https://corporate.mcdonalds.com/content/dam/gwscorp/assets/reports/55854%20McDonalds_SASB_AW3_v8.pdf CDP
Sustainable food production practices		2.50			
E6	Company has a target for, and reports on, the % of wild-caught or farmed fish & seafood certified to higher sustainability standards	3	5	Global: goal: 100%. 99% of the fish sourced for Filet-O-Fish came from sustainably managed wild-caught fisheries, assessed and verified annually against the McDonald's Sustainable Fisheries Standard by the Sustainable Fisheries Partnership, or certified by the Marine Stewardship Council (MSC). UK: 100% of seafood is MSC certified.	https://corporate.mcdonalds.com/content/dam/gwscorp/assets/reports/55854_McDonalds_Progress-Highlights_ADA_FINAL.pdf https://corporate.mcdonalds.com/content/dam/gwscorp/assets/reports/55854%20McDonalds_SASB_AW3_v8.pdf https://corporate.mcdonalds.com/corpmcd/our-purpose-and-impact/food-quality-and-sourcing/nutrition-and-marketing-practices.html
E7	Company has a target for, and reports on, the % of products produced under sustainable production practices and recognised environmental management schemes.	2	5	For almost a decade, we have worked with the Global Roundtable for Sustainable Beef (GRSB) and local roundtables around the world to support the adoption of more sustainable practices. In Brazil, Canada and the U.S., we are sourcing beef from sustainability programs aligned with GRSB Principles and Criteria. We have also established research projects globally to validate pioneering sustainability practices for beef farming. We're supporting or sponsoring sustainability groups, tools or programs that encourage the wider adoption of best practices across six of our top 10 beef sourcing markets, and are on track to achieving this in all 10 markets by the end of 2020. Case studies (eg France, UK showing carbon sequestration, soil health etc goals and benefits). Plus: Flagship Farmers scheme, McCafe SIP. Plus UK: We also only use organic semi-skimmed milk from UK dairy farms for all our teas, coffees and Happy Meal milk bottles.	https://corporate.mcdonalds.com/content/dam/gwscorp/assets/reports/55854_McDonalds_Progress-Highlights_ADA_FINAL.pdf https://corporate.mcdonalds.com/content/dam/gwscorp/assets/reports/55854%20McDonalds_SASB_AW3_v8.pdf
Water use		1.50			
E8	Company has a target for, and reports on, water use reduction in operations	2		Total water consumed: 912,900 m ³ , but no target found. US: 20% reduction by 2020, currently 19% reduction. Plus other countries case studies.	https://corporate.mcdonalds.com/content/dam/gwscorp/assets/reports/55854_McDonalds_Progress-Highlights_ADA_FINAL.pdf https://corporate.mcdonalds.com/content/dam/gwscorp/assets/reports/55854%20McDonalds_SASB_AW3_v8.pdf
E9	Company demonstrates it is working collaboratively on multiple projects (UK & overseas) to reduce water stress.	1	5	FAIRR/CRES 2021: McDonald's has conducted a water risk assessment of its meat and dairy value chains, though it has not publicly disclosed the findings of the assessment. Targets not found. UK: signatory of the Courtauld Commitment, working collectively with others in the food and drink sector on food waste and water	FAIRR/CRES "Global Investor Engagement on Meat Sourcing" 2021.
Food loss & waste		1.00			
E10	Company demonstrates strategies to engage with customers on food waste and contributes to collaborative initiatives (in UK: Food Waste Action Week).	0	P	Various donation schemes. Nothing found on helping customers to reduce food waste.	https://corporate.mcdonalds.com/content/dam/gwscorp/assets/reports/55854_McDonalds_Progress-Highlights_ADA_FINAL.pdf https://corporate.mcdonalds.com/content/dam/gwscorp/assets/reports/55854%20McDonalds_SASB_AW3_v8.pdf
E11	Company has a target for, and reports on, a % reduction in food sold or handled and discloses volumes redistributed, sent to animal feed, anaerobic digestion, and land-fill.	2	P	Global: Donations schemes, oils reused as fuel. UK: target of zero waste sent to landfill by 2020. Most of our restaurants actually reached it early in 2017. UK: signatory of the Courtauld Commitment, working collectively with others in the food and drink sector on food waste and water. Committed to Food Waste Reduction Roadmap and are implementing Target, Measure, Act - have shared food waste data with WRAP.	https://corporate.mcdonalds.com/content/dam/gwscorp/assets/reports/55854_McDonalds_Progress-Highlights_ADA_FINAL.pdf https://corporate.mcdonalds.com/content/dam/gwscorp/assets/reports/55854%20McDonalds_SASB_AW3_v8.pdf https://wrap.org.uk/resources/guide/food-waste-reduction-roadmap-businesses-and-supporters-list
E12	Company demonstrates collaboration with its main suppliers to track, measure and act on food waste in its supply chain.	1	5	From 2020: In several countries, we've started working with our suppliers to reduce food loss and waste in our supply chains and with our Franchisees to reduce food going to waste in restaurants. Yet we recognize that there is a lot more to be done. In 2018 we have developed a Global Food Disposition Policy, which will encourage our suppliers and distributors globally to dispose of food in alignment with the food waste hierarchy, including enabling food donations to be made where possible.	https://corporate.mcdonalds.com/content/dam/gwscorp/assets/reports/55854_McDonalds_Progress-Highlights_ADA_FINAL.pdf https://corporate.mcdonalds.com/content/dam/gwscorp/assets/reports/55854%20McDonalds_SASB_AW3_v8.pdf
Plastics		2.00			
E13	Company has a target for, and reports on, % plastics packaging that is recyclable.	2	P	As of 2019, we are approximately 78% of the way toward our goal to source all guest packaging from renewable, recycled or certified sources by 2025. In 2019, 92% of our primary fiber-based guest packaging was derived from recycled or certified sources. Our goal is to reach 100% by the end of 2020. In 18 of our largest markets, we also offer customers the opportunity to recycle guest packaging in over 20% of McDonald's restaurants; globally we estimate this is 10%.	https://corporate.mcdonalds.com/content/dam/gwscorp/assets/reports/55854_McDonalds_Progress-Highlights_ADA_FINAL.pdf https://corporate.mcdonalds.com/content/dam/gwscorp/assets/reports/55854%20McDonalds_SASB_AW3_v8.pdf https://corporate.mcdonalds.com/corpmcd/our-purpose-and-impact/our-planet/packaging-and-waste.html
E14	Company has a target for, and reports on, reducing single-use plastics without creating a food waste risk	2	P	France: fibre lid that will replace plastic lids and eliminate the need for a straw. This will save around 1,200 metric tons of plastic per year. In France also have transitioned our knives, forks and spoons to wood. These changes, paired with innovations in the packaging of milkshakes, salads and straws, will allow our restaurants in France to reduce plastic packaging by more than 2,600 metric tons. Trialling paper straws & "straws in request" i various markets (eg China). Also trialling wooden cutlery in various countries and reusable cups (eg UK).	https://corporate.mcdonalds.com/content/dam/gwscorp/assets/reports/55854_McDonalds_Progress-Highlights_ADA_FINAL.pdf https://corporate.mcdonalds.com/content/dam/gwscorp/assets/reports/55854%20McDonalds_SASB_AW3_v8.pdf https://corporate.mcdonalds.com/corpmcd/our-purpose-and-impact/our-planet/packaging-and-waste.html
Animal welfare & antibiotics		1.00			
E15	BBFAW tier position or Company has a target for % of animal products certified to high animal welfare standards.	1	5	Tier 3 in BBFAW	BBFAW
E16	Company has a target for, and reports on, zero supply chain use of antibiotics as a prophylactic or growth promoter and to reduce the total use of antibiotics classified as "medically important antimicrobials".	1	5	We are committed to responsible antibiotic use and support the health & welfare of animals in our supply chain, and notably: We are implementing our new Antibiotic Policy for Beef in all of our top 10 beef sourcing markets and we are working to eliminate HPCAs from all chicken served by 2027. Since February 2019, we have tracked antibiotics use in chicken, with verification through FAI Farms in the UK.	https://corporate.mcdonalds.com/content/dam/gwscorp/assets/reports/55854_McDonalds_Progress-Highlights_ADA_FINAL.pdf https://corporate.mcdonalds.com/content/dam/gwscorp/assets/reports/55854%20McDonalds_SASB_AW3_v8.pdf https://corporate.mcdonalds.com/corpmcd/our-purpose-and-impact/food-quality-and-sourcing/responsible-antibiotic-use.html
Social inclusion		0.50			
Human rights		0			
S1	Company recognises the need for a real liveable wage for all employees and reports on progress towards that.	0		No data found on actual living or minimum wage.	https://corporate.mcdonalds.com/content/dam/gwscorp/assets/reports/55854_McDonalds_Progress-Highlights_ADA_FINAL.pdf https://corporate.mcdonalds.com/content/dam/gwscorp/assets/reports/55854%20McDonalds_SASB_AW3_v8.pdf
S2	Company has a target for, and reports on, the % of major suppliers engaged to ensure human rights and labour rights, including and beyond tier one. Must include engagement on child and forced labour, and health and safety of workers.	1	5	Has human rights policy. Not applied to supply chain unless wholly owned subsidiary. "As part of the on-boarding process to become a McDonald's supplier, suppliers must complete the required steps of the SWA program (outlined below) to verify that our suppliers can meet our expectations before they begin supplying product to McDonald's. Our SWA program also includes on-site announced and unannounced audits conducted by third-party auditing firms to assess compliance with our Code. We work with a range of third party auditing firms around the world with expert knowledge and local insight including understanding local languages and cultures." Examples: Live training sessions provided by a third party are also held with our suppliers on human rights issues and in 2017 training was offered to suppliers in Malaysia on forced labour, grievance mechanisms, and managing migrant labour through AIM-PROGRESS. In addition to providing optional training to suppliers through third party organizations, we also provide in-person and webinar trainings to McDonald's supply chain procurement employees on SWA and human rights issues through the year.	https://corporate.mcdonalds.com/content/dam/gwscorp/assets/reports/55854_McDonalds_Progress-Highlights_ADA_FINAL.pdf https://corporate.mcdonalds.com/content/dam/gwscorp/assets/reports/55854%20McDonalds_SASB_AW3_v8.pdf https://corporate.mcdonalds.com/content/dam/gwscorp/nfl/scale-for-good/HUMANRIGHTS_Supplier_Code_of_Conduct.pdf